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REFERENCE

January 1946

# Consumers' guide



## In this issue:

Happy New Year.....	2	Lots of late potatoes.....	11
Planning for 356 million acres.....	3	Watch those price tags.....	14
What do you know about rugs?.....	6	CG news letter.....	15
Mr. and Mrs. America 1970.....	8	Guide posts.....	16

**ILLUSTRATIONS:** Cover, U. S. Forest Service; pp. 3, 4, 5, USDA; p. 6, top, National Cleaner and Dyer, lower, Bureau of Human Nutrition and Home Economics; p. 7, Bureau of Standards; p. 8, top, U. S. Treasury, lower, OWI; p. 9, top, left, Farm Security Administration, top, right, Children's Bureau, lower, Children's Bureau; p. 10, OWI; p. 11, Extension Service; pp. 12, 13, 16, drawings, Katharine Johnson; p. 14, AAA.

# Happy New Year

● You, like almost everyone else, are probably making your resolutions with your fingers crossed.

Making resolutions again seems strange. For all the long war years resolutions were pretty much handed down to you. Your resolutions were the last small fraction of the national war plan. Many of us had lost control of our resolution-making faculties, we didn't resolve what we would do during the New Year. A headquarters somewhere made its decisions and what we did came down in the form of directives.

Now you come back to being an American in peace and the responsibility for making resolutions and decisions is back in your hands. In a sense you feel, all of a sudden, as if there were too much play in your life, the way you do when the steering wheel of your car develops too much play. You have a sense of lacking direction. Wherever you go, on farms or in cities, at separation centers, in the corridors of Government buildings, in the front offices of factories, in stores and shops, in living rooms and in kitchens, you get an impression of people waiting to see what is going to happen.

One activity, however, has not gone into mark-time. Farmers and the people in State and Federal farm agencies have just set their production goals for 1946, and the fact that these goals have been established should give the rest of us a cue. The beginning of the first year of peace in 7 years is a remarkably appropriate time for everyone to sit down and give himself a goal for the year.

Take, for example, the question of what you are going to buy when consumer goods begin to return to the market. Radio? Refrigerator? Quick-freeze cabinet? Auto? Washing machine? Electric iron? Tractor? Are you going to repair your house? Paint it?

January 1, 1946, is an excellent day to sit down with your entire family and to list everything you need, or think you need, want, or think you want. Then, when you have itemized the account of your hoarded-up desires, give each item a priority number. The way most people do, you probably think it is still important to purchase Victory Bonds. Give a priority number to a stated amount of bonds.

Then as the year passes and you submit yourself to the beguilements of salesmen shouting the advantages of the super-splendiferous attachments to their appliances you won't be overwhelmed by the dazzle of chrome, colored plastic, and white enamel. If the family thinks the house should be painted first, the house will get painted, and the paint money will not go for an automatic chair warmer and bottle heater to which you succumbed.

You know how much money you have saved, you know what the family income is, decide now before the rip tide surges in, what you want, and how much you wish to spend. That way you won't get stranded in the middle of the year with your bonds cashed in and your most urgent purchases still unmade.

You also know how much time you have, and you have a circular notion of what you would like to do with it. The war, while it was being won, probably left you no time at all for the projects you have been cherishing but not getting to. Just as you give priorities to the things you want to buy, call a family conference and list the things you want to do, the clubs you want to join, the classes you want to take, the reading you want to get done, the trips you wish to make, the personal jobs you wish to finish. Give a priority number to each of these activities, too. While you list them and number them, your idea of what you want to do will be circling and you will develop a pretty clear understanding of what you really wish to do.

Then if you plan intelligently, giving yourself a reasonable leeway, 1946 can be the year you get these things done.

The idea is, set goals for your family, let everyone in the family set himself an individual goal. Once the goals are established post them in the kitchen or wherever it is you hold your family forums. Check the goals off as they are achieved.

You can also give a straightforward direction to your group activities by turning up at the first meeting after the New Year with a proposal that the organization survey its objectives and decide to how to achieve them. Perhaps if its budget of time and money is allocated at the beginning of the year, someone's eloquence won't send you off chasing an irrelevant rabbit in April or November. In your P-TA or farm organization the community projects which deserve priority will get it and long keep it throughout the year. The chances are your organization will be able to report more finished business at the end of the year than it would otherwise.

The idea is that the New Year is a fine time to tie up the loose ends of the year and to begin purposefully to explore the peace and what it holds.

*The Editor*

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# Planning for 356 million acres

**Acreage goals for various crops help farmers reconvert their farm production to peacetime needs. 1946 goals call for continued high production, with boosts for some crops, cuts for others.**

What to grow and how much is the perennial question facing America's six million farm families. Every year before a planting time this decision has to be made, on great mechanized farms and on one-mule tracts.

During the war the sky was the limit on food needs. The question was which most-needed war crops should be given production priorities? The problem was how to get the machinery and labor to make the land yield its utmost.

Now, in the beginning of the postwar world, farm families are posed with quite a different question: *Will there be a market for all they are likely to grow?*

For the end of the war reminds old-timers—and young people with long memories of an insecure childhood—of the days after another war. Then farmers plowed up the plains to grow more and more food for markets that dwindled. And there was wheat to waste, apples left on the trees, milk poured on the roads. Growing things that there's no market for, that go to waste for lack of users, does no good for the farmer who spent long hours of back-breaking work to produce the crops. No, he doesn't want that to happen again.

If there had been a course to steer by in planting crops after World War I, things might have been different. Knowing what they know now, farmers wouldn't have ripped up the grass to loose the dust storms, to pile up mountains of unsalable wheat. Not if Experience is as good a teacher as alleged.

Since the dark days of the farm depression, America has come a long way in learning about the capacity of our farms to produce, the needs of our people for nourishing, health-giving diets, farming practices which maintain and increase the productivity of the soil.

This knowledge proved invaluable in fighting World War II, for it provided



Calling all farmers. Their war job finished, farmers have a big peacetime job ahead.

farmers with a scientific basis for meeting, as far as possible, the huge war requirements for food and fiber by setting up goals for the various strategic commodities. These goals were based on the essential food needs of our armies, on the needs of the people at home, and the needs of our allies—these needs balanced against the productive potential of our farm land.

Guided by these goals, American farmers waged a successful production campaign. Critically needed oil crops were increased nearly three times above prewar crops. Milk production was stepped up 15 percent and egg production advanced 47 percent over 1935-39. Total food production was increased almost one-third. And thanks to goals, this increase was carefully planned to meet war needs instead of being a haphazard effort just to grow as much as possible.

Fortunately, these same planning techniques are open to farmers for making their decisions as to what to grow and how much in 1946. Using the science of nutrition plus a great deal of arithmetic, it's possible to figure how much of the various foods will be needed to supply American citizens amply, taking into account their eating tastes and probable food budgets.

World food needs are another factor—and your name doesn't have to be Einstein for you to know that present world food needs are very high.

These are the factors on which food goals are figured. Of course, a great battery of facts are needed; such facts as data on yields and information on world food production and needs.

Unavoidably, a degree of speculation is involved in arriving at production goals—no getting away from that. For there's no way of precisely estimating in advance how quickly conversion will be accomplished, how many persons will be jobless in the interval, what 1946 incomes will be—how all these factors will affect food purchases. Weather may be good or bad, so the logical basis for figuring how many acres to plant is *average growing conditions*.

About the first of December last year, the Secretary of Agriculture recommended the farm production goals for 1946—goals calling for continued high production but slanted toward peacetime needs.

These goals call for a total of 356 million acres in crops. This is above the acreage actually planted last year but somewhat less than the 1945 goals.

Why are farmers being asked to keep



their production so high again in 1946?

In announcing the goals, Secretary Clinton P. Anderson explains the policy behind the recommendation for full production on the farm front:

"The end of the war has not brought an end to the almost unlimited need for American food. The 1946 goals indicate a pattern of production which provides continued high output of those commodities for which wartime demand is continuing, and shifts toward peacetime levels for others. Recognition is given to the need for restoring a better balance between soil-depleting and soil-conserving crops.

"We still have our own people to feed, including the military forces. This has been a factor in estimating total requirements. For all major commodities the recommended goals would provide a civilian per capita consumption higher than during war years.

"At the same time, we are not forgetting our allies who now face hunger because war destroyed or damaged their normal food production."

National goals are set for each commodity. Let's take a look at some of the most important:

**Sugar goal**—We're short on sugar, so the goal for sugar crops is up high. Farmers are being asked to push up their plantings of sugar beets nearly a third above last year's acreage. If they should by any chance exceed this goal, well and good. The same principle applies to sugarcane, so the goal is up 8 percent.

**Eggs**—With more steaks on the menu, many people won't be feeling the same urge for an omelet. Not that egg consumption won't still be high—but it will probably be less than last year's record consumption of about 390 eggs per capita. Also military requirements will be way down, so advice to the poultryman is to keep egg production within bounds. Since the end of the war, military requirements for dried eggs have dwindled to almost nothing. Although the liberated countries are still short of protein food, most countries consider imported eggs too expensive for large-scale use. In view of all these facts, the 1946 goal for egg production is 15 percent below the record high production of last year. It's still 20 percent above prewar, though.

**Meat**—American consumers apparently will be ready and willing to buy meat at the rate of about 150 pounds per capita.



Peacetime objective: A well-fed Nation!

Well over a billion pounds of meat will be needed for export requirements. To supply this meat and to bring their herds in better future balance with feed supplies, livestock producers are advised that there will be need for continued heavy slaughter of livestock. This would mean a slight reduction in the number of cattle on farms by the end of 1946 as compared with December 1945.

**Fats and oils**—Goals for most oil crops will be somewhat below 1945, despite the present fat and oil shortage. That's because the 1946 oil crop won't be ready for crushing until the fall of 1947, by which time sizable quantities of copra and other oil-bearing materials will be available from countries which furnished these supplies before the war.

One notable exception to the general reduction in goals for oil crops is flaxseed. To insure adequate supplies in the face of uncertain imports, the 1946 flaxseed goal of 4,200,000 acres is the same as last year's high acreage. One important reason behind this is the housing shortage. Americans need lots of new houses. These and the many old houses that badly need repairs will take a lot of paint. Flaxseed is used in making linseed oil, which is used in paints and varnishes.

**Milk**—The 1946 goal calls for 120½ billion pounds of milk. That's the same as last year's goal but somewhat less than last year's all-time high production.

A strong argument for farmers to maintain this big step-up above their prewar production of 107 billion pounds is that Americans have become heavier milk

drinkers through the war years—with the strong approval of the nutritionists. While it's expected that fluid milk consumption will come down slightly this year from the 1945 record of about 440 pounds per capita, the advent of more cheese and evaporated milk is expected to increase total consumption of dairy products.

**Vegetables**—The outlook is for plenty of these at prices somewhat below 1945.

Growers are advised to reduce plantings of certain vegetables such as carrots, spinach, cabbage and cauliflower, and snap beans for processing below the high wartime acreage. Demand will warrant increasing acreages somewhat for other vegetables. Among these are asparagus and lima beans. A big acreage of tomatoes is again recommended.

#### Goals go to the States

After the December announcement of the national goals for most major crops, meetings are held in the various States to consider suggested State goals for the crops. These meetings are attended by State USDA councils, composed of representatives of the Department of Agriculture agencies in the States, by representatives of the State agricultural agencies and by farm organizations.

After the meetings, the States send in reports on local conditions and make recommendations. These recommendations are then assembled and taken into consideration, and final goals are announced sometime after the first of the year.

But why are farmers being asked to put more acres to crops this year than they actually succeeded in planting last year during the war?

For one thing we can't continue to count on the abnormally high yields we've had for many crops during the war years. Then too, total acreage figures alone tell only part of the story, but an examination of individual commodity goals reveals that 1946 goals place more emphasis on feed crops than was possible during the war.

While the war was being fought the need for food crops was immediate and almost unlimited. To meet this need, we used up our feed reserves to produce more meat, more eggs, more milk, as quickly as we could. We gambled on the weather, because there wasn't any choice. A widespread drought, a failure of the wheat and corn crops could have meant the forced slaughter of large numbers of livestock, the wholesale culling of poultry

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Wanted: More sugar. 1946 farm goals call for an 8-percent increase in sugarcane acreage and a third boost in sugar beets.



Heavy livestock slaughter will be needed to meet big expected civilian demand for meat plus export requirements during 1946.

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flocks. American farmers and food officials thanked fortune that good growing weather and our feed supplies continued to hold out. We need large feed crops in 1946. That's why the corn goal is up 4 million acres above last year's acreage. A larger acreage is also asked for barley.

By building up our feed reserves, farmers will be supporting heavy livestock marketings, and helping to insure the Nation against future scarcity. Thus the high acreage goals don't call for food production above the 1945 level. Rather they call for full use of our big farm plant to assure enough of the foods that we need and to replenish depleted feed reserves.

Increased emphasis on soil-building crops, such as legumes and grasses, is calculated to have a similar effect. In many areas the compelling war need for soil-depleting crops, such as soybeans and peanuts, has taken its toll from the land, which now needs a "rest" from overcropping.

The 1946 farm production goals call for another year of high output in recognition of the fact that export demands will be high while the war-torn countries get back into production, and immediate foreign relief needs are heavy. They also allow for a continued high level of domestic food consumption.

During the war years, civilians ate an average of 8 percent more food than they did in the prewar years 1935-39. They would have eaten still more of many foods such as meat and butter if there had been more on the market.

The great American appetite for lots of food has been demonstrated. With more money in our pockets we've been eating more than we ate in prewar days and we'd like to keep on that way.

If reconversion proceeds on expected schedule, food purchases will stand up very well during 1946, according to the experts. Even making allowance for a considerable drop in national income below 1945, savings and lower taxes are expected to keep the average family grocery list substantially bigger than in prewar years.

Also the population is growing, what with the big war crop of babies. In 1946, America will have about 138½ million mouths to feed as compared with 132 million before the war.

True, the armed forces won't be buying chow for 12 million men. But ex-sailors, soldiers, and marines will be bringing hearty appetites home with them.

After 1946? The experts are cagier about forecasting what the demand for food will be in 1947 and the years following that. They do agree, however, that a high level of food consumption is essential alike for the welfare of farmers and city workers.

They recognize that full employment and good wages are essential to maintaining markets for farm goods. They recognize that even in times of high average incomes and plentiful jobs, many low-income families are still unable to buy the food they need. There is a growing feeling among agricultural leaders

that some way should be devised to enable everyone to buy enough food for an adequate diet, even if this involves providing the food at a lower price. There's recognition also that adequate foreign outlets for American farm products must be maintained. That's for the future.

Meanwhile it's up to farmers to go ahead with their farm production plans for 1946. Production goals will help farmers make their farm plans wisely in line with the needs of American families, relief requirements, and export demand.

These goals call for production at near wartime levels—about one-third above prewar. That farm leaders are not turning back to the restricted production that came in the wake of the farm depression is affirmation of a confidence in an expanding American economy, a declaration that ways must be devised to get an abundance from American farms to all the people that need it—that markets for farm products in this country and abroad must be maintained.

This positive approach to the problem was taken by the Under Secretary of Agriculture J. B. Hutson, in a recent speech:

"Agriculture has many problems before it in the years ahead. We will need the cooperation of all groups to solve them. In the meantime, we have a big job ahead of us in 1946—a production job. You and I know that millions of people in foreign countries are in dire need. In the face of these factors, it is reasonable that we take measures for full production and distribution in 1946."

# What do you know about rugs?

Supplies of wool rugs and carpets in retail stores may soon be back to "normal." Here's a short review of buying guides.

● How much do you know about rugs—besides the fact that you want a new one? Better study up because wool rugs are coming back to market right now, and by late winter, some of the predictors predict, supplies should be almost normal—that is, providing adequate supplies of imported wool can be obtained. No wool suitable for carpet and rug manufacture is grown in the United States.

It looks as if it won't be long now before you can get that new living room rug, and maybe that hall runner you've been talking about for 3 years. That is, if it's wool floor coverings you're thinking of. Rugs of cotton, jute, and other fibers will be much slower in returning to retail stores.

When you start out to look for your new rug, you probably have already decided on the color you'd like and perhaps have a guilty premonition that it may cost more than you have allowed for it in your optimistic postwar-planning budget. You tell yourself that it's to be a long-term investment, and that you must be sure to get something that will wear well, won't fade, and that you won't get tired of. Sound resolutions, all of them.

But do you know how to look for quality and durability in rugs and carpets? Do weave and construction, weight and depth of pile mean anything to you?

Can you identify the principal types of rugs? And do you know how to take care of a rug after it is on your floor? Let's see if we can answer some of those questions.

First, leaving out Orientals, as beyond the pocketbooks of average homemakers, let's look at the main kinds of American domestic rugs.

**AXMINSTER**, long the most popular rug in this country, is easily identified. It is usually a multicolored rug with pronounced ridges on the back. You can roll it lengthwise but not crosswise. If you are considering an Axminster, count the number of ridges per inch, on the back. These indicate the closeness of the weave. Four mean the rug is fair quality and



should be in the lower-price bracket, but a rug with seven or more ridges to the inch will probably wear much more than twice as long and will be a wise investment if you can afford it.

**WILTONS** usually have a short compact pile and a design of at least two, but more often four or five, colors. The design is clear-cut and distinct—no blurred outlines in a Wilton. The pile yarns are woven into the base of the rug giving it body and sturdiness. Wiltons will give good wear, but good ones are apt to be in the higher-price ranges.

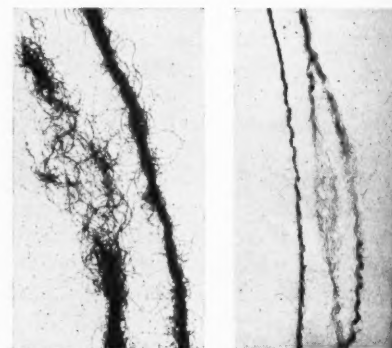
Closely related to the Wilton is the Brussels weave—beloved of homemakers at the turn of the century, but rarely seen today. Only difference in the two is that the Brussels has a loop-pile which gives a smooth finish, while the Wilton cut-pile makes the rug softer to the tread.

**VELVET** rugs take second place as favorites on the American rug market. In recent years plain or solid colors and monotone patterns have been more plentiful than the highly colored and figured types. Some dealers in prewar days carried both.

**BROADLOOM** is not a separate type of rug. The term simply means that the rug was woven on a broad loom—as wide as 18 feet—and is seamless. Any type or quality of rug may be broadloom, although in trade advertising it most frequently refers to the solid-color velvets.

Weave itself does not necessarily mean quality and durability. Names of weaves simply indicate the methods of fastening the wool loops to the backing. There may be and often are high-, medium-, and low-priced rugs in any well-known weaves.

What then *does* make rug quality? First, the amount of wool in the rug. All other things being equal, the more wool in the rug the higher its quality—assuming, of course, that the wool itself is of good quality. Perhaps the label will tell you whether the wool used is worsted or woolen. If it doesn't, that's one of the questions you should ask the salesman.



Note the difference in types of yarn. Yarns in woolens are soft, loosely twisted. Fibers are entangled, crisscross, short.

Yarn in worsteds are tightly twisted, hard and smooth. Fibers are longer and lie fairly straight and parallel in the yarn.

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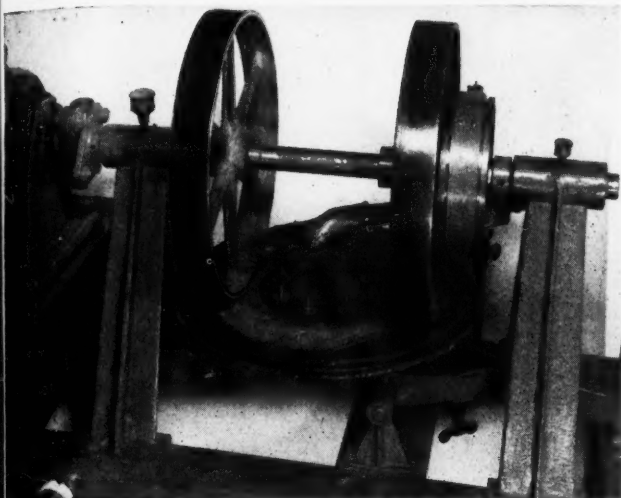
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In this National Bureau of Standards machine for testing the wear of carpets, wheels simulate the pressure and wearing action of human feet on the sample of carpet attached to the turntable.



Results of service tests on 24 carpets, placed for 162 weeks in a heavily traveled corridor, duplicated closely the results of laboratory tests. Here technicians measure thickness of carpets.

Worsted rugs wear well, and look well, but the initial cost is apt to be high.

Second factor in quality-making is construction—both on top and underneath. On top, the density (compactness) and height of the pile is a sure indication of quality and durability. We have this from experts at the National Bureau of Standards. They found after intensive research that density of pile (compactness) has a direct relation to wearing quality. By density we mean amount of wool in any unit area of the pile of the same height—a square inch, for example. Height of the pile is important, too. It is safe to say that, other things being equal, the higher the pile the longer the rug will wear.

On the under side of a rug, judge the quality by the kind of yarns that make up the foundation. These are usually jute or cotton and are called "filling." Tightly woven filling will give the rug a firm back. Examine the back of the rug closely. Take it firmly in your hands and shift it back and forth. See if the firmness comes from tightly woven yarns or from sizing put on the back to compensate for a loose, open weave. If the rug back feels sleazy, or thin, seems lacking in firmness, or if it shifts readily as you work it in your hands, chances are it is not a high quality rug.

If you are trying to decide between a loosely woven high-pile rug and one with a dense but short pile, choose the short pile, by all odds. It will give better service, not because the pile is short but because its compactness means that it is closely woven. Dig your fingers into the

pile and get the "feel" of it. If it is really dense it should be hard to feel the foundation threads. The yarns should feel smooth and soft, but springy.

#### Take care of your rug . . .

No matter how good a rug you buy, the wear you get from it will depend on how you treat it. The best rug will show wear in ridges if you lay it on an uneven floor. That's one reason many people advocate the use of rug cushions.

The National Bureau of Standards research proved that rug pads increased wear from 73 to 146 percent—depending on the type of cushions. Deep springy pads, as one might suppose, proved best. They added more to the life of the rugs than the flat, compressed type. Besides this, pads under small rugs keep them from slipping, and make for longer wear.

Don't leave your rugs in the same position month after month. Change them around.

Use caster cups under the legs of heavy chairs, beds, and tables to keep from cutting the foundation yarns, or from mashing down the pile beyond recovery.

DIRT is a rug's greatest enemy. Use a vacuum cleaner once a day on traveled areas; give the rug a complete vacuuming once a week. Carpet sweepers are handy to use for crumbs, threads, and scraps of paper and other surface dirt, but cannot take the place of vacuuming.

Hard sweeping with a broom usually drives more dirt into the rug than it takes out, and also digs out the tufts of pile. If

you must use a broom, choose one with soft bristles and sweep with long even strokes—not short jabs—with the pile. Brush the pile lightly when finished.

Never beat or shake a rug. This will break the foundation yarns and loosen the pile. Shampooing the rug at home—unless the rug is a small one—is also bad practice. Send it to a reliable and experienced professional cleaner. So-called "dust cleaning" may be injurious unless done by a reliable dealer who assures you the rug will not be subjected to severe beating.

MOTHS are dangerous enemies, too. Best check is regular vacuuming, and professional cleaning. "Clothes Moths," Leaflet 145, free from the U. S. Department of Agriculture, Washington 25, D. C., gives moth remedies.

STAINS can usually be removed if you act quickly, while the stain is fresh. "Stain Removal From Fabrics," Farmers' Bulletin 1474, free, from the U. S. Department of Agriculture, Washington 25, D. C., tells how to get rid of specific stains.

More persistent stains should be handled by a professional rug cleaner.

PILE BENDING OR CRUSHING: Steam the pile by placing a wet cloth over it and holding a hot iron about  $\frac{1}{4}$  inch above the cloth until the steam stops rising. Let pile dry slightly and brush.

HOLES, TEARS, ETC., can be repaired by expert weavers. This service is expensive. You may learn to do it yourself from "Carpet and Rug Repair," Farmers' Bulletin 1960, free, from the Department of Agriculture, Washington 25, D. C.

# Mr. and Mrs. America 1970

Their health depends on the care given the Nation's 35 million children today. Y many aren't getting the medical and dental care needed to make strong citizens.



● What are the health chances of young Americans today at the outset of reconversion?

How near are we to achieving our democratic aim of equal opportunity for all in the realm of health?

The answer to these questions is likely to come as something of a shock to many good Americans who are justly proud of the strides that have been made in medical science in this country. For these fine accomplishments notwithstanding, hundreds of thousands of American children simply don't have a fair chance to grow into strong men and women.

Half a million children, for example, are victims of rheumatic fever or rheumatic heart disease. Another 400,000 are afflicted with tuberculosis. A million boys and girls have hearing defects and 10 million have eyes that aren't up to par.

Last but not least 20 million kids need to go to the dentist.

This is a tragic record, particularly since much of this illness and many crippling physical conditions could be avoided or cured by remedial or preventive health measures.

How great is the inequality of health opportunity among various groups of the community is brought out in a recent report by the National Commission on Children in Wartime. The report shows that:

There's a big difference in the health chances of children in various sections of the country, between white and Negro children, and between children in low- and high-income groups.

Such a state of affairs isn't good for the country, the Commission points out. It isn't democratic. And quite apart from human considerations, there are practical reasons for striving to give all children a

fair chance for health. Only healthy citizens are able to make their full contribution toward building a better America.

With these self-evident facts in mind it is not surprising that the Commission sets up goals for expanding child-health programs far beyond the scope of accomplishments to date.

Incidentally, the National Commission on Children in Wartime is composed of leaders from labor, agriculture, and industry as well as representatives of professional



The stork brought these babies to a hospital equipped to give them scientific care during their first critical days in the world. But less than three-fourths of America's babies are born in hospitals; one-half of rural babies, one-third of Negro babies.





Is he gaining as he should? This nurse is on the job to find out, to help give baby fair chance for health.



Medical knowledge has sharply cut maternal mortality. Still 200,000 mothers have babies each year without doctors' care.

fessional, civic, and religious groups. It serves in an advisory capacity to the Children's Bureau, which administers maternal and child-health programs under the Social Security Act. Because the Commission represents a cross section of so many important groups of the country, the findings are significant of a widespread and growing realization that:

Child health merits a high place in reconversion plans looking toward an increasing future prosperity—since strong citizens can both produce and use more goods, so help keep industry humming.

In peace no more than in war can a nation afford the luxury of manpower wasted through disabilities that could have been avoided by adequate health services for children.

But just what are the weak spots that need improvement so that we'll come nearer to the goal of equal health opportunity?

Following are some of the more significant findings of the Commission report.

Infant death rates could be cut in half, if adequate medical services were available to all mothers and infants.

This blot on our health record persists today, despite the fact that great progress has been made in cutting down infant mortality during the last 10 years.

Light on the *why* of this continuing national tragedy is shed by other sections of the Commission report which indicate an acute shortage of maternal and infant care services in many parts of the country and among many groups of the people.

The first day is the most critical in a baby's life. That day should be spent in a hospital. And yet . . .

Only one-third of our Negro babies are born in hospitals.

Only one-half of the children in rural areas are delivered in hospitals, as compared with nearly 90 percent of urban children.

Less than three-fourths of all births in the country take place in hospitals.

Each year, some 200,000 babies are born without benefit of a doctor's care.

In only about one-fourth of the rural counties of the United States is the prospective mother enabled to attend a regular monthly prenatal clinic. In the rest of the counties no such service exists.

Such are the public health services currently available for young babies and their mothers. An advance over past decades, yes. But there's still room for progress.

For children over a year old, also, the record is marred by deficiencies of health services coupled with a dreadful waste of human resources through diseases or physical defects, often preventable.

In only one out of three rural counties are there monthly child health conferences to which mothers can come for advice on how to keep their babies in the pink.

Only one-half of the elementary-school children get a regular medical inspection during the year, and even less receive a satisfactory examination.

Furthermore, few communities make adequate provision for remedial service in cases where defects are found. Unfor-

tunately, this failure to "follow-through" too often handicaps the pupil in after years.

The experience of Hagerstown, Md., is a case in point. Going back into the school records of Hagerstown men who were rejected by the Selective Service because of physical or mental disability, the U. S. Public Health Service found that, as school children, these young men had symptoms of the same defects which rendered them unfit for military service 15 years later. During their school days, the rejectees had only half as much dental care as their schoolmates who were accepted for service. As children, the rejectees had five times as many teeth missing as those



Only half our school kids get physical examinations during the school year.

who were able to meet service standards.

Throughout the country as a whole the high rejection rate of young men called up by the Selective Service is a telling argument for expanding and improving health programs for our young people. Forty out of every hundred young men who were examined for military service had to be rejected for physical or mental defects. And many of these defects could have been corrected in childhood.

Viewed by themselves these figures on health deficiencies among American young people are very discouraging. But if they are examined in the light of gains made over a period of years, the picture becomes much brighter. Accomplishments to date prove that, with aid from the Federal Government, the States and local communities can make great advances.

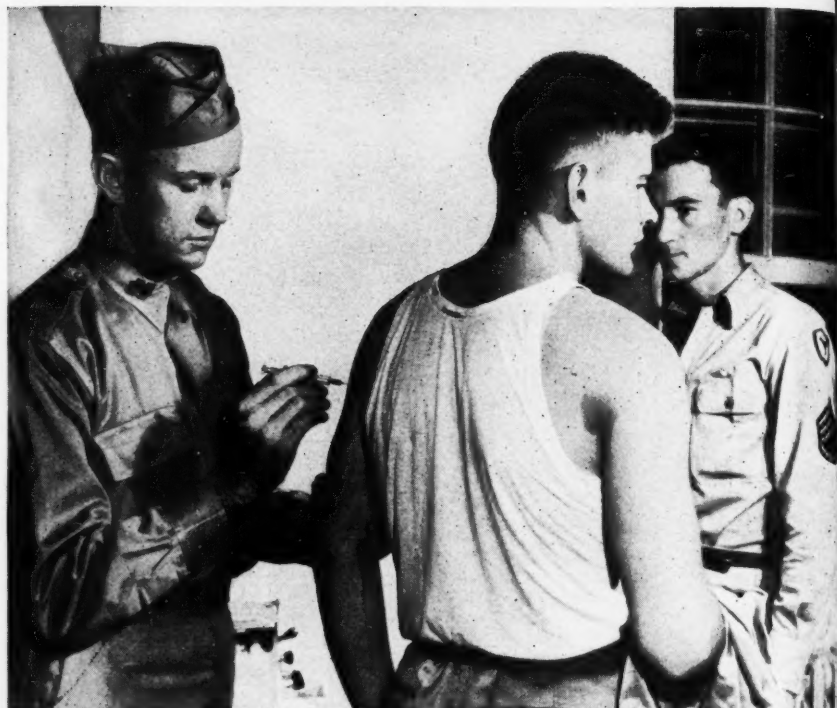
Though still far too high, the infant mortality rate has been reduced about a third during the 10-year period since maternal and child-health programs have been in operation under the Social Security Act. In 1942 the infant death rate was still 40 per thousand babies born alive. That's not good but it represents progress.

By 1943 one State had cut its infant death rate down to 30 out of every 1,000 babies born alive. That compares with 92 deaths per thousand in another State. In other words, the odds for a baby's surviving the critical first year are three times as good in one State as they are in another.

Obviously it is difficult for poor communities and poor families to defray the expenses of an adequate health service for their children. Yet, in many instances, the poorest communities have the most children. Thus, farm families have 30 percent of the Nation's children but get only 7 percent of the national income. On the other hand families living in the Northeastern States get 40 percent of the national income, although they have only 28 percent of the children.

That some localities stand in greater need of help than others is recognized in the Social Security Act which provides for Federal aid to the States in extending and improving "services for promoting the health of mothers and children, especially in rural areas and in areas suffering from severe economic distress."

When the Social Security Act was passed nearly half the States had no funds or less than \$10,000 for maternal and child-health work. In 14 States, expenditures ranged from nothing at all to less than \$3,000.



Here's a husky inductee. A typical American youth? Well, 40 out of every 100 young men called up for the draft failed to meet requirements.

Today all the 48 States have maternal and child-health divisions in their departments of health.

During 1944 the States had budgeted 2½ million dollars for maternal and child-health services—that in addition to nearly 5 million in Federal funds.

In order to obtain Federal funds for maternal and child-health services, the States are required to submit to the Children's Bureau a plan which meets Government standards. Although a large part of the limited Federal funds available for the work is given to the States on a grant-in-aid basis (the States matching the sums spent by the Federal Government on a dollar-for-dollar basis), part of the Federal funds are granted solely on the basis of need. This has made it possible to extend health services in poor areas which greatly need but otherwise could not have had health services. However, extent of Federal aid which can be given at this time is restricted by law not to exceed \$5,820,000 a year for maternal and child-health programs, with a maximum of \$3,870,000 additional for crippled children.

States which have achieved an outstanding record in cutting down infant mortality afford an example for other States to emulate. The lives of 31,000 babies could be saved in a year, for instance, if every

State equalled Connecticut's record.

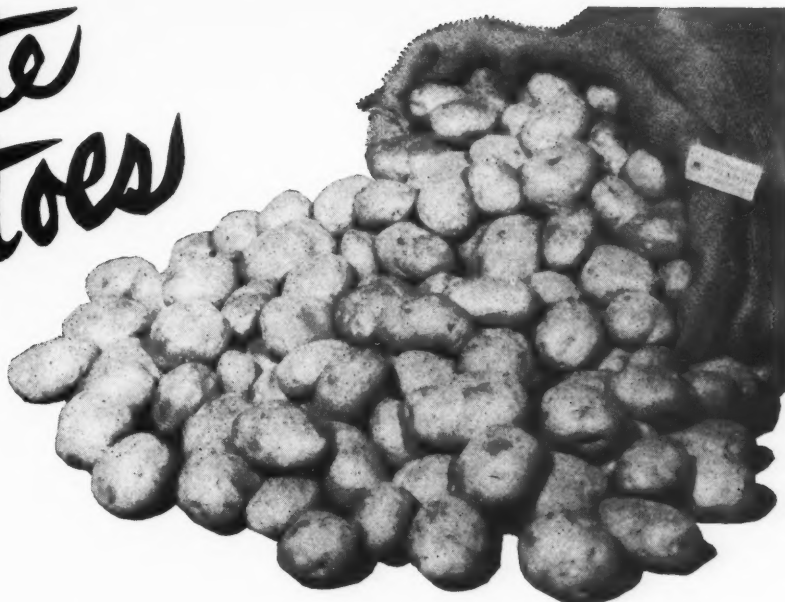
In every section of the country are progressive communities which are meeting the challenge to improve health services for their children. As health needs vary widely in different localities, programs vary greatly—are truly local programs.

Up in southeastern Alaska, for instance, a retired U. S. Army boat has been outfitted as a clinic to serve an island that had been getting along with little or no public health or medical service.

In Anne Arundel County, Md., a complete maternity and child-health service is being operated as a demonstration project. Across the country in San Mateo, Calif., the community provides a child-guidance service, including psychiatric consultation. In both cases the good effects of their progressive health programs are expected to go far beyond the borders of the communities served, as the experience gained in the program will guide other localities which plan to expand their health services.

The field for expansion is big. The difficulties are many. But the stakes are high because one out of every four U. S. citizens is a child under 15 years of age. If all these boys and girls can be reared to their full potential strength, what a boost they will give to America's future.

# lots of late potatoes



**A plenitude of potatoes puts the tasty spud on the bargain counter as war production goals bring a near record harvest.**

● Potato Pete rides again. His message: Boil them, bake them, fry them, eat them for breakfast, for lunch, for dinner, buy them by the sack and store them away. They saw the British through the hungriest part of the war and they can help see you through cut-backs and reconversion.



Potatoes are plentiful and cheap. Nationally they are selling well below ceiling prices (except for Idaho potatoes). As for the plenitude, 1945 farmers dug the second largest potato crop in history out of their potato hills.

When production goals for this marketing year were set, the men in the 101st Air-Borne Division were saying "nuts" to the Germans during the climax of the Ardennes Forest break-through and the

Pacific troops were just closing in on Manila. The war still looked uphill and potato farmers got an uphill production goal, 3 million acres of potatoes, 384 million bushels. Actually farmers planted only 2,900,000 acres, but they made up in fertilizer and backbreak what they lacked in acres. General Weather turned into a Victory Gardener and the result was something that would deserve an "A" for Achievement Award if the war hadn't ended.

V-E Day, however, was succeeded by V-J Day and now, candidly, the country is embarrassingly rich in potatoes, 430 million bushels of them. Last year the armed forces took 50 million bushels of potatoes, and at that they went as easy as they could out of consideration for civilians. This year the armed forces are requisitioning slightly more than half the last year's take, and about 5 million bushels may go to the hungry people who are trying to get life going in Europe again.

After sharing out the potatoes needed for seed, feed, and starch, and after waste has taken its tithe, about 2 bushels of potatoes remain for each man, woman, and child in this country.

When the blockade threatened to cut off the British food supply, Potato Pete, an amiable cartoon character invented by the British Food Ministry, urged people to

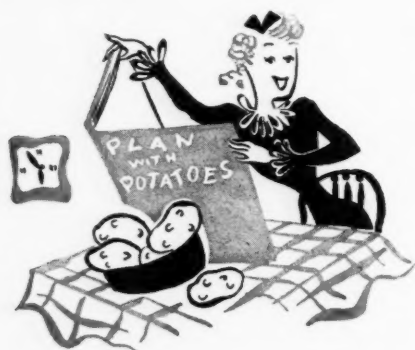
plant and eat potatoes. The advice was well founded, for potatoes are a valuable source of vitamin C, and the bearer of some of the B vitamins. Moreover, iron, other food minerals, and starch come wrapped in their brown jackets. Potatoes are a good food, particularly in winter when vegetables rich in vitamin C are not too plentiful, anyhow. Besides being nutritious they are delicious. About the only people who refuse to eat potatoes are those who think about their weight, and it happens that their thinking on potatoes is wrong. One medium-sized potato contains no more calories than one apple or one banana, about half the calories of a hamburger on a roll or a slab of pie. Actually, if you want to lose weight potatoes belong in your diet, only don't put gravy or butter on them, both of these boost the calories. On the other hand if you want something that will give you an extra pound or two, eat potatoes with gravy, or trimmings, or what not on them—very versatile, old Potato Pete.

## Fun to cook

Potatoes are a delight to a clever cook, you can combine them with almost anything edible, they are as good to eat as leftovers as they are first time out (only not so full of vitamins), and just by themselves they can be made to appear in an



endless number of guises: They can be baked, fried, boiled, and mashed in the good old tradition, or they can be made into pancakes; they can be served with melted cheese, made into puddings, whipped into crusts for lamb and beef pie; they can be creamed or scalloped, made into soup or scones; they can be molded with fish flakes into fish cakes; or they can be used to stretch out a meat dish. The Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture has issued a folder on up-to-date potato cookery with useful recipes. For a copy write to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C., and ask for "Potatoes in Popular Ways."



Be original with new recipes to surprise the family.

The slogan runs: Eat a better breakfast, do a better job. Potatoes (maybe you already eat potatoes for breakfast) make a good breakfast food, either as pancakes or as something along with the eggs.

Potatoes with plenty of trimmings, too, can turn lunches into high octane meals.

#### For food value

There are tricks to potatoes, though. The best way to preserve potato vitamins is to boil them in their skins and to serve them steaming hot. The next best way to hold on to the vitamins is to bake them. When you need to peel before cooking, put off the peeling as long as you can. The nearer to cooking time you peel them the more vitamins and minerals you conserve. If you do cook peeled potatoes and peel them ahead of time, keep them in salt water. When you bake potatoes rub them with fat, to keep the skin soft, after you have washed and dried them, and save yourself cooking fuel by baking your

potatoes when you are baking something else.

#### Economical

Ceiling prices have been lifted on potatoes largely because they are selling well below ceiling (except for Idaho potatoes). When you go out to buy them no one will accuse you of hoarding if you buy them by the bushel or sack. In fact, you will be giving a hand to the farmers who are getting a bad break because they did a bang-up job on their wartime assignment. You will also save part of your take-home.

#### Potato picking

When you pick your potatoes, select sound, firm, smooth, snallow-eyed tubers. The most economical are medium sized. Misshapen potatoes are wasteful to pare, but otherwise they are satisfactory. Green color on the surface of potatoes comes from overexposure to light, either in storage or in the fields. In either case you should avoid potatoes that have a green look for they are likely to be bitter and inedible. Cut sprouts away before you cook potatoes, too; the sprouts are not palatable, and in some cases they are harmful. The part of the potato you save, however, will be all right.

Frozen potatoes are wet and leaky; avoid them. Potatoes that have been stored too long get soft. They can be used, but preferably not for baking. Frying or boiling them is better. Cavities inside potatoes, and a defect called blackheart, cannot be detected by what you see from the outside. For this reason, potato experts say it is a good idea to buy a couple of pounds of potatoes from a store and try them before you lay in a sack.

#### Potato A B C's

Grades have been worked out for potatoes, but like all grades for fresh fruits and vegetables they have limited use to consumers since fresh fruits and vegetables, unlike the canned varieties, suffer from handling and deterioration between the time they are graded and the time you walk into a store to buy them.

The fanciest grade is U. S. Fancy, then come U. S. Extra No. 1, U. S. No. 1, U. S. Commercial, and U. S. No. 2 in that order. Specifically, the grades prescribe color, firmness, freedom from injury and disease, and size. Useful to consumers is the requirement that all graded potatoes

be of the same variety or have the same characteristics. Thus, if you buy a bag of potatoes and the first few are good for baking, the rest are likely to be, too. Where different varieties are bagged together, as sometimes happens with ungraded potatoes, you can't be sure from one handful to the next how your potatoes will turn out.

Mealy potatoes, the firm solid ones, are best for baking. Potato researchers, when they are trying to find out what a new variety of potato is good for, test for meanness by dunking it in a carefully prepared salt solution. The sinkers are bakers, and the floaters are friers, but unfortunately this kind of test must be carefully controlled and ordinary potato buyers won't find it helpful. Classes in buying, however, might fuss around with the experiment for the fun and information it gives. The testing solution is roughly a pound of salt to a gallon of water, but the proportion will vary depending on the chemical composition of the water in a locality. Late potatoes, those on the market now, are more likely to be good bakers than are early potatoes.

#### Storing

When you get your potatoes home, after you have bought a sack of them, store them in a dark place. To be sure the potatoes are protected from light, cover them with newspapers or a cloth. The storage temperature should be from 40° to 60° F.; higher temperatures hasten decay. Lower temperatures transform the potato starches to sugar, giving the potatoes a sweet taste. If potatoes do get frozen, sometimes they can be salvaged by letting them warm before you use them.



Buy all you can for storing.

When you go down to your improvised root basement to select potatoes for cook-



Every variation on the potato theme is always welcome.

ing, it is a good principle to select the softer and wrinkled potatoes first.

#### Industrial uses

Even if everyone whoops it up in the trail of Potato Pete and eats his share of potatoes, there are still going to be more potatoes around than will be eaten. These potatoes you will write on as sizing in paper, you will wear as sizing in cloth. They will scratch your neck as the starch in your collar. They will go on your walls as paste. You will lick them as the sticker on envelopes. You will also ride on potatoes after they have been converted into alcohol and then made into synthetic rubber. Some potatoes will be brushed on houses and all kinds of metal objects as paint and lacquer. As antifreeze, potato products will keep your car from freezing up during the winter. Then you will probably get some potatoes in drugs as glucose sugar, and in preserves and other foods as sirup. Substantial quantities will be fed to animals as feed. Then you will get these potatoes as beef, pork, lamb, poultry, eggs, and dairy products. Statistically the 430 million bushels of potatoes produced in 1945 will divide this way:

You will eat 275 million bushels.

Armed forces will get 30 million bushels.

These will be canned, 1.5 million bushels.

These will be dehydrated, 8 million bushels.

These will be made into alcohol, 10 million bushels.

This many may go for relief overseas, 5 million bushels.

Exports will take 8 million bushels.

For relief and school lunches in the U. S., 2.5 million bushels.

For animal feed, 9 million bushels (mostly culls).

Made into glucose, 5 million bushels.

Made into starch, 12 million bushels.

Seed for next year's crop, 46 million bushels.

Marketing potatoes is a three-act drama that is repeated year after year. In the first act early potatoes are marketed, in the second act intermediate potatoes come on the stage, and in the third act late potatoes get the limelight. Funny thing about the drama is that two of the three acts sometimes go on simultaneously. Early potatoes, which make up 13 to 15 percent of the total crop, start coming to market in January and keep trickling until July. Intermediate potatoes, which make up 8 to 10 percent of the potato crop, start for market in July and reach their peak in November. Late potatoes, over 75 percent of the total crop, have the curtain lifted on them in October. Most of them are stored, then they are sold out of storage all through the winter right up until the following July when intermediate potatoes start coming in.

Potato producers, the men who plant and dig potatoes, have about as hard a time with the economics of the potato as they do with the farming. Big crops mean low prices, and often lower total returns than small crops which bring high prices. Except during war, when plantings are determined by wartime goals, farmers looking sadly at what they get for their big crop, take the other tack and plant a small crop the next year. High prices from it make them optimistic again, and they overplant the following year. The result: Potato farmer incomes go up and down from year to year along with potato production.

#### Potato economics

The Department of Agriculture has tried to furnish potato farmers the same

kind of insurance that consumers get in price ceilings. Where consumers have had a ceiling put on their prices, potato farmers have had a floor put under their returns. The floor consists of a potato purchase loan program based on 90 percent of the parity price of potatoes (parity price is a price which bears the same relationship to the farmer's current living and production costs that an average price in some past period did—in the case of potatoes, the 1920's). When prices go below the supported price, instead of marketing the potatoes, farmers borrow money on them and store them. This plan has the advantage of enabling the farmer to profit from any price increase that happens along during the marketing period, but after the harvest. Without the loan program, these price increases would be windfalls for speculators and middlemen.

Farmers also eye the costs of marketing potatoes in the hope that the spread between what they get and what city buyers pay can be reduced. By reducing this spread they hope that they will get more for their potatoes; at the same time the city people will pay less for them at the potato bins in their grocery stores. In July of 1945, out of every dollar you spent for potatoes, the farmer got 59 cents. The other 41 cents went to country shippers, railroads and water shippers, wholesalers, jobbers, and to retailers.



The farmer gets 59 cents of the consumer's potato dollar.

Farmers and marketing experts, now that the war is over, are laying plans for taking this stretch out of the price spread. In the meantime, consumers can help by using every opportunity that good taste and good nourishment afford to work plenty of potatoes into their diets.

# Watch those price tags

● To hold the price line on clothing needs everyone's help. Clothing has gone up about 16 percent since May 1943. During this time food prices declined 2.5 percent, rents advanced only 0.03 percent, fuel, electricity and ice prices went up 3 percent, miscellaneous prices up 8 percent. Only housefurnishing prices exceeded the advance in clothing costs. Because clothing expenditures represent 13 percent of the cost of living of low- and middle-income groups the advance threatens the price line.

The shortage of clothing supplies is acute. Of course, the Army demands are negligible now compared with its former requirements. In 1944, for example, war uses took much of all worsted goods, two-thirds of all work-shirt chambray, nearly half of the broadcloth, poplin, and good denim. In the first half of 1945, about 85 percent of all worsted goods went for military uses. Cut-backs have been made but that does not mean that the suit of clothes or shorts or pajamas can show up immediately on the market.

On to this market comes the advance of millions of GI's—eager and prepared to buy new wardrobes, from socks to hats. Such an impact has the power to put terrific strain even on a normal market. Its effect on stores that are poorly supplied is manyfold greater. There is an additional demand for clothes that the homecoming troops have stimulated, a demand that even the economists did not foresee in its full force. Many wives, sweethearts, and families of the GI's saved their money and are replenishing their wardrobes in anticipation of the men's return. The established civilian population is also out for its share.

The great bulk of these purchasers are in the market for low- and medium-priced garments. These they are not able to find anywhere near equal in proportion to the availability of higher-priced clothing that is to be had. This situation is the result of short supplies and big demands of wartime, and inadequate controls over clothing production supplies and prices, for one reason or another, at the beginning of the establishment of the clothing price line. No provisions were made to prevent manufacturers from dropping the production of their low-priced and low-profit lines of



OPA is trying to anchor clothing prices, get low-priced clothes under a new Maximum Average Price plan. Look for ceiling price mark put on by the manufacturer.

fabrics and garments and going into higher-priced ones.

Many manufacturers quit making cheap dresses, shirts, and suits and turned out the fabrics available to them in the forms of more expensive garments.

Before the war 75 percent of all women's dresses retailed for or under \$7.95. But by 1945, 75 percent of all women's dresses were made to sell over \$7.95. The same shift was notable in men's shorts, shirts, and children's dresses and playsuits. This was one of the facts that brought the overall boost in clothing prices. If a manufacturer was making \$8, \$10, and \$12 lines, he simply cut out the lower two and put all his material in the top-priced garments. In the spring of 1945 measures were taken to remedy this situation and scale down the price.

Also a dollar-and-cent pricing plan for low-priced cotton clothes was set up last spring. Children's clothes, house dresses, slips, men's shirts and shorts were given a retail price. This price either by label or tag was put on by the manufacturer. Last fall more goods were brought in under this plan, rayons and woollens. Some 90 items of everyday garments were designated. These are now coming on to the market. The Civilian Production Ad-

ministration is cooperating to channel fabrics to manufacturers for these dollar-and-cent priced goods.

Here are some typical prices that have been set. Men's shorts 70 cents and less, cotton house dresses \$3 and less, toddlers' pajamas \$1.50 and less, women's rayon dresses \$9 and less, women's woolen suits \$26 and less. These are top prices. Most of the garments will be produced below these prices.

Consumers can help make this program work. They can not only be guided to low- and medium-priced garments by looking for the dollar-and-cent price tag but they can also help to hold the line against inflation and make for a more equitable distribution of the limited supplies of fabrics available. So when shopping: (1) Look for the dollar-and-cent ceiling price tag. (2) Don't buy more than you need and do not buy until you really need to. (3) Don't bull the market by making purchases because some sales clerk says prices are going up.

Remember, after the last war in the days of uncontrolled prices and no thought of the other fellow when buying, clothing prices jumped 200 percent. When you shop for clothes hold the line against inflation.

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# CG news letter

last minute reports  
from U. S. Government Agencies

Crop production in the United States in 1945 turned out to be the third largest on record. It fell short of the record output of 1942 by 2 percent and was under the 1944 total by about 1½ percent.

High yields, on acreage that was the second largest since 1932, accounted for this outstanding achievement in the face of numerous difficulties.

The acreage of 52 crops harvested totaled 347 million acres, 4 million acres less than in 1944, but otherwise the largest acreage harvested since the 1928-32 period, when it ranged between 351 and 362 million acres.

Retail food prices in 1946 are expected to be somewhat below the average for 1945 as a result of the improved supply situation, according to the Bureau of Agricultural Economics.

Civilian supplies of some foods probably will continue short of demand at ceiling prices during the early part of this year, but by summer only sugar and some fats and oils may be short. The gap between over-all supply and over-all demand for food will be narrower in 1946 than in the last 2 or 3 years.

Meat supplies for civilians in 1946 may average 145 to 155 pounds per capita until next fall, when the supplies are likely to be seasonally higher. Egg supplies will be so large that they will meet the full demand at lower prices. Civilians will be able to buy more chickens and turkeys. More butter than in 1945 will be available but perhaps not quite as much as consumers will want. Other dairy products will be ample, including a good cheese supply for most of the year. The word "ample" describes supplies of grain products, and fruits and vegetables—both fresh and canned. Apples and rice are the exceptions until the next harvest.

Food-consumption surveys have demonstrated beyond any question that family income is one of the most important factors determining the quantity and kind of food consumed, said Dr. F. V. Waugh, of the Office of War Mobilization and Reconversion. In his address at the 23d Annual Agricultural Outlook Conference, December 4, 1945, at Washington, D. C., Dr. Waugh went on to say: "Low-income families are not able to buy adequate diets. In times of unemployment and low income this greatly limits the market for agricultural products. The best solution, of course, is full employment at good wages. But until this is accomplished we must be prepared to maintain full consumption of food, both to protect diets and to provide full markets for agriculture."

"This might be done by reviving the

prewar Food Stamp Plan or by some form of Food Allotment Program along the general lines of bills now before Congress. For the present such a program could be rather small, but it should be kept flexible and we should be prepared to expand it quickly whenever employment falls off. Such a program, together with a more comprehensive school lunch program, could go very far toward maintaining stable outlets for farm products at good prices year after year."

Men's and boys' shirts, shorts, and pajamas will cost consumers on the average about 5 percent less, as a result of a new regulation reducing manufacturers' margins for these goods. The new OPA regulation was effective January 1, and is designed to halt the inflation in manufacturers' prices, to restore as nearly as possible the 1942 level of prices, and to place prices in their proper relationships as regards type of garment and class of purchaser. It does this by setting up a more precise method of figuring ceiling prices.

Tin can collections are still needed to meet part of the deficit in peacetime tin supplies. Tin plate will be short until new supplies come from the Far East, and substantial supplies cannot be definitely relied on to reach this country in the near future.

Expressing gratification at the continued salvage operations in many communities throughout the war and since V-J Day, J. D. Small, Administrator of the Civilian Production Administration, stated he hoped other communities would revive their tin salvage operations and thus increase the stocks of much needed tin.

About 200 minor items for household, professional, and commercial use have been added to the OPA's list of products exempted from price control. All are of slight importance in living costs. They include such items as bread and meat boards, bottle cappers, cedar chip and sawdust bags for use as moth repellents, clothesline props and reels, corn poppers, dog houses, fireplace equipment, ornamental mantelpieces, shopping carts, and toothpicks.

Natural rubber, in greater amounts, will now be permitted in the manufacture of 60 types of rubber footwear for men, women, and children. The Civilian Production Administration says the articles affected range from women's toe rubbers to firemen's boots. They also include children's artics, men's dress rubbers and artics, and a wide variety of rubber-soled "tennis" shoes with canvas uppers.

As the supply of natural rubber increases, the OPA will take steps to restore

the usage of natural rubber to the pattern that prevailed in the rubber industry before the war.

Housekeeping is Vermont's largest industry—and the largest in the other 47 States, too. Recognizing this fact, the Weights and Measures Division of Vermont offers some timely suggestions to housekeepers. They are:

Buy in definite quantity—not a dime or a quarter's worth.

Do not neglect to re-weigh, count, or measure your purchases.

You naturally count your change. You are short changed if you receive short weight or measure.

Watch the scales that you are purchasing your goods over. Insist on getting what you pay for.

Do not let the merchant weigh-in the container. Weight is supposed to be net weight at time of sale.

Do not kick or complain about the high cost of living if you make no effort to protect yourself.

A shortage of 1 ounce on a pound of butter at 50 cents a pound is 3½ cents on a weekly basis, approximately \$1.62 per year.

Brush up on your mental arithmetic. Ask the price, and figure your purchase.

Wartime food subsidies will end by June 30, 1946, according to Judge John C. Collet, Stabilization Administrator in the Office of War Mobilization and Reconversion. These subsidies were authorized by Congress and initiated in order to stimulate production to meet the necessities of war while keeping a stable cost of living. Judge Collet says: "The record shows that this objective has been accomplished. Between May 1943, when food subsidies were first used on a substantial scale, and V-J Day the cost of living rose only 3.2 percent. Retail food prices were brought down by 1.5 percent. At the same time, despite acute manpower shortages, food production in 1943, 1944, and 1945 rose from 6 to 10 percent above the already high level reached in 1942, the year before subsidies were used.

"Food subsidies have cost considerable money. Consistent with the general policy of removing wartime controls and regulations, they should be eliminated as soon as it is practicable to do so. But due regard must be observed for the stabilization of the cost of living, continued production needs, and the financial interest of the producer. Care must be taken in raising price ceilings on these few food items to avoid a general increase in the cost of living."

# GUIDE POSTS



## A Tree Grows

Whether a tree grows in Brooklyn or in your own backyard, the basic scientific facts of how it grows are the same. These facts are reduced to a few simple paragraphs in a three-color poster prepared by the U. S. Forest Service.

Trees increase each year in height and spread of branches by adding on a new growth of twigs. The heartwood gives strength. The sapwood carries sap from roots to leaves. Cambium (the layer of cells where growth in diameter occurs) builds tissue-wood inside and bark outside. Inner bark carries food made in the leaves down to the branches, trunk, and roots. The roots anchor the tree and supply the water and mineral elements the tree takes from the soil.

The 16-by-20-inch poster is intended primarily for use in schools. Copies are available from the Forest Service, Washington 25, D. C.



## Tire Easily?

It is too early for "spring fever," but if you have that all-in feeling it may be due to a not-too-wise choice of foods. Old-time spring tonics stressed iron as a nutritional builder-upper. The modern way is to plan a little harder for a good all-round diet—plenty of milk, green and yellow vegetables, enriched or whole-grain cereals, body-building proteins, and so on, in your daily fare. Diets otherwise good can be trusted to have enough iron for normal needs.

A good New Year's resolution is to promise yourself the basic 7 in your meals each day.

## Shoe Care

Snow and rain are hard on shoes so it will pay you to take extra good care of your footwear in the winter months. If smooth-leather shoes get wet, clean them well, then rub them lightly with a little castor oil, stuff them with newspapers so that they will hold their shape, and dry them slowly at room temperatures. Keep them away from stoves and radiators.

Polish the shoes when dry. Rubbing on a little floor wax after polishing helps to make dress or street shoes last longer. And wearing them only for the purpose for which they are intended is another good idea. Open-toed, high-heeled shoes may be just right for dancing in the dark but they are not suitable for even a light tramp in the city or the countryside.



## For Happier Washdays

Washing machines and ironers are in the stores this winter at prewar prices. These prices, says OPA, generally are set at the levels that prevailed during the period October 1 to 15, 1941. Every machine is tagged with its retail dollar-and-cent ceiling price.

Whether you are one of the fortunate homemakers who will get a new washing machine or one of those who will have to make the old machine do, you will find it to your advantage to follow these six rules offered by household equipment specialists of USDA:

1. Know your machine. Study the manufacturer's printed directions in order to get the best and most lasting service.
2. Wash the right clothes load for your machine. Avoid overloading.
3. Keep drains clear of lint, surfaces clean and dry.
4. Take special care of all rubber parts, drain hose, keep rubber free of oil.
5. Keep moving parts properly oiled, bolts and screws tight.
6. Have regular check-overs to avoid trouble and unnecessary expense.

## Shoppers' Lounge

A shoppers' lounge was a good idea, at least that's what the members of the Loveland Home Demonstration Council decided when they opened a shoppers' lounge in Loveland, Colo., for the use of both town and farm women. But even the most optimistic didn't expect to have more than 2,000 visitors register at the lounge the first 2 months it was open.

Many visitors are so favorably impressed with the idea of an attractive, clean place where they can stop to rest for a few minutes while they're in town that they take time to write notes of thanks.



## Costly Coconut

Price ceilings make a difference when comes to coconut. What a difference is revealed by the experience of one candy manufacturer. Here's his story:

Two days after ceilings went off of coconuts the manufacturer was offered \$150 a thousand for a boatload of coconuts for which he had paid the OPA price of \$61.50 per thousand. Two days later the price had climbed to \$250 for a thousand coconuts which would have cost just \$15 before the war.

Did the manufacturer become rich off his profits? Far from it. The swift hike in costs forced the candy manufacturer to cut down his production and lay off employees.

The manufacturer is now seeking permission from OPA to raise his candy prices.

## LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast

over N. B. C. 12:15 p. m. EST  
11:15 a. m. CST  
10:15 a. m. MST  
9:15 a. m. PST

Dramatizations, interviews, questions and answers on consumer problems. Tune in.

Brought to you by the



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